



Job Description Community Fundraiser

Purpose of the Post

- Raise funds from a range of sources across assigned locality
- Develop relationships with volunteer fundraisers and groups

Main Duties and Responsibilities

Strategy and planning

- Work closely with the Head of Events & Community Fundraising to support the implementation of the region-wide Fundraising Strategy
- Devise, implement and evaluate an annual fundraising plan, as part of the region-wide Fundraising Strategy, in conjunction with the Head of Events & Community Fundraising and the Fundraising Team
- Plan and deliver effective, exciting and appropriate fundraising activities
- Contribute to the planning and delivery of Dementia Awareness Week and other campaigns

Fundraising

- Deliver a range of fundraising activities across the region
- Support national fundraising and other national initiatives, in conjunction with the Fundraising Team
- Attend fundraising and other events as required, potentially in a wide range of locations requiring travel. This may involve some weekend and evening work.
- Identify and follow up opportunities to secure non-cash or in-kind support, e.g. volunteering, pro bono support, donations of equipment.
- Develop and nurture relationships with volunteer fundraisers, with the aim of maximising the funds they raise
- Support the formation of volunteer fundraising groups, with the aim of maximise the funds they raise
- Co-ordinate the recruitment and appropriate use of volunteers to support local fundraising
- Develop and nurture relationships with potential funders and fundraisers e.g. local trusts, businesses, community groups and schools
- Work closely with regional colleagues to involve them in building relationships with supporters and in fundraising activities as required
- Provide advice and support to colleagues in the region who are engaged in raising funds
- Act as an ambassador for fundraising in the region and build awareness of the benefits of fundraising for Alzheimer Scotland and the people we help
- Ensure the health and safety of participants and volunteers at Alzheimer Scotland fundraising events and activities
- Monitor, evaluate and identify learning points from each area of activity



Targets and budgets

- Achieve agreed income targets and return on investment
- Plan and monitor the allocation of the budget in conjunction with the Head of Events & Community Fundraising and the Finance Team

Data, reporting and administration

- Record data accurately using The Raiser's Edge database
- Produce reports and supply data as required
- Respond to enquiries made by phone, post and email
- Acknowledge donations appropriately; write effective thank you letters and share these with colleagues throughout the region
- Count and bank funds received
- Adhere to all relevant financial procedures

Communications

- Devise and implement a communications plan to promote fundraising initiatives in the region, working with the Communications Team
- Working with the Marketing and PR Manager, follow up potential PR opportunities
- Provide content for Alzheimer Scotland communications channels, e.g. newsletters, e-newsletters and social media
- Contribute to the creation of fundraising materials and resources for use regionally or nationally, as required
- Work with supporters to raise awareness of Alzheimer Scotland and the cause of dementia

Miscellaneous

- Provide support for other aspects of the work of Alzheimer Scotland's fundraising team at busy times
- Carry out other tasks consistent with the general remit of the post

Responsibilities

The post-holder will supervise volunteers as required – this may include input into volunteer recruitment and training.

Accountability

The post holder will be line managed by the Head of Events & Community Fundraising for assigned locality.

Salary

This post is graded at points 25-28



This job description is open to review by the organisation at any time, and was last reviewed in July 2014.

Community Fundraiser

Person Specification

This person specification should be read with the job description for the post of Community Fundraiser. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	Essential	Desirable
Skills, ability, knowledge		
Fully computer literate with excellent PC skills including word processing and spreadsheets	✓	
Experience of creating promotional materials and reports using MS Office	✓	
Ability to self organise, prioritise and meet deadlines	✓	
Ability to work under pressure while paying attention to accuracy and detail	✓	
Ability to analyse problems and develop solutions	✓	
Demonstrable organisational skills	✓	
Demonstrable interpersonal and relationship building skills	✓	
Ability to inspire and motivate supporters	✓	
Dynamic, self motivated person who has the ability to work unsupervised whilst also being a team player	✓	
Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing	✓	
Strong presentation skills	✓	
Ability to monitor budget and keep accurate financial	✓	



records		
Experience of working with volunteers	✓	
Experience of issuing press releases and other communications channels		✓
Knowledge of using fundraising databases		✓
Knowledge of The Raiser's Edge		✓
Experience of working in a charity shop		✓
Personal qualities		
Creative approach	✓	
Professional and friendly approach to supporters and volunteers	✓	
Enthusiastic with a positive attitude	✓	
Empathetic to the aims and values of Alzheimer Scotland	✓	
Flexible to work occasional unsocial hours including evenings and weekends	✓	
Flexible in approach	✓	
Knowledge of the region and of local fundraising opportunities		✓
Qualifications/Experience		
Experience and knowledge of fundraising	✓	
Experience of fundraising in local communities		✓
Proven record of organising events	✓	
Fundraising qualification		✓
Full and valid driving licence and access to a vehicle during working time	✓	
Member of Institute of Fundraising		✓



**Alzheimer
Scotland**